



Shire of
Collie

MINUTES

**Tourism & Marketing Advisory
Committee**

held on

Tuesday 1 September 2020

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1. OPENING/ATTENDANCE/APOLOGIES & LEAVE OF ABSENCE

The Chairperson opened the meeting at 9.40am.

Members Present:

Cr Michelle Smith	Chairperson
Cr Joe Italiano	Councillor
Cr Leonie Scoffern	Councillor
Tamsin Emmett	Community Development Officer
Allison Fergie	Director Corporate Services

2. DISCLOSURE OF FINANCIAL INTEREST

Nil

3. PETITIONS/ DEPUTATIONS/ PRESENTATIONS/ SUBMISSIONS

Nil

Note: Mr Rod Annear (DBCA) and Mrs Janine Page (Manager, Collie Visitor Centre) will be in attendance at the meeting to be held on Tuesday 22 September 2020.

4. ITEMS BROUGHT FORWARD DUE TO INTEREST BY ATTENDING PERSONS

Nil

5. CONFIRMATION OF THE MINUTES OF THE PREVIOUS MEETING

Recommendation:

Moved: Cr Italiano

Seconded: Cr Scoffern

That the minutes of the Tourism and Marketing Advisory Committee meeting held 11 August 2020 be confirmed.

CARRIED 5/0

6. BUSINESS ARISING FROM THE PREVIOUS MINUTES

- Officer's report for number plate logo; to include comment from Collie Visitor Centre (Cr Scoffern), Collie River Valley Marketing (Cr Stanley), Collie Chamber of Commerce and Industry (Cr Harverson).

Completed and presented in this agenda.

- A Draft RFQ for development of a destination marketing strategy to be considered at the next meeting of the Committee.

Completed: Draft prepared and for discussion at this meeting of the TMAC.

- Information to be developed for campers at Wellington Dam, Stockton, Lake Kepwari in collaboration with the Visitor Centre. Investigate alternative methods of display and distribution.

Discussions held with the Manager of the Collie Visitor Centre. Display options and costs presented for discussion at this meeting of the TMAC.

- Update requested on the installation of billboard signage at the junction of Ferguson Road and Coalfields Highway.

Draft designs developed by DDS but not yet approved or funded.

7. OFFICER REPORTS

7.1 Shire of Collie vehicle registration plates

Reporting Department:	Corporate Services
Reporting Officer:	Allison Fergie – Director Corporate Services
Accountable Manager:	Allison Fergie – Director Corporate Services
Legislation:	Local Government Act 1995
File Numbers:	PES/001
Appendices:	Yes
Voting Requirement	Simple Majority

Report Purpose:

For the Committee to consider an update to the design of the Shire of Collie vehicle registration plates.

Officer's Recommendation/Committee Recommendation:

Moved: Cr Italiano

Seconded: Cr Scoffern

That Council authorise staff to apply for an update to the design of the Shire of Collie number plates to the design presented in the body of this report.

CARRIED 5/0

Background:

For many years the design on the Shire of Collie vehicle registration plates has been the former Shire logo and the words 'Collie River Valley'. With the adoption of the new logo last year, it is considered timely to update the design of the vehicle registration plates.

Statutory and Policy Implications:

The issuing of vehicle registration plates is controlled by the Department of Transport. The Information Pack and Application for a Local Government Authority Series form are attached.

Budget Implications:

An update to the design will cost \$200-\$400, and the cost of having the number plates produced or remade is \$200 per vehicle.

Communications Requirements: (Policy No. CS 1.7)

Once a new design is adopted, a press release will be issued.

Strategic Community Plan/Corporate Business Plan Implications:

Goal 2 Our Economy: A strong diversified economic base driven by a range of business and employment opportunities.

Outcome 2.3 A growing tourism industry

Strategy 2.3.2 Support local and regional tourism destination management and marketing initiatives that provide local tourism growth.

Relevant Precedent:

The former Shire logo is on the current number plate design.

Comment:

Design options were sent to the Collie Visitor Centre, Collie River Valley Marketing and the Collie Chamber of Commerce & Industry for comment.

The feedback provided is as follows:

CCCI comment:

- Unanimous option 4 as the preferred design from chamber executive
- Option 2 as second preferred from most executives

Visitor Centre comment:

- wait until next week's Deep Dive workshop at HRE and see what comes from that;
- Keep the Collie River Valley slogan
- it looks too corporate

CRVM comment:

CRVM discussed the number plates at its most recent meeting, with the feedback being that the tourism or locals branding would be more appropriate than the Shire's corporate branding, depending on what we're hoping to achieve with the plates. Tourism branding would act as mobile advertisements for the town, and the locals branding would help foster a sense of community. Either way, CRVM didn't feel the Shire's corporate branding was the way to go. CRVM also suggested that any decision should wait until after the Tourism WA Our Story branding workshop this week.

Recommended design:

The Shire of Collie logo with the tagline 'Collie - Explore Discover Connect'



Feedback from both the Visitor Centre and Collie River Valley Marketing was that the look was too corporate. However, extensive community consultation took place in developing the logo with branding workshops and a community survey. The Overview of the community consultation identified the key messaging themes and key visual themes and these were used to develop the current Shire logo. When finalized the feedback from the community about the new logo was positive.

The design rationale is as follows:



The Chamber of Commerce preference was for number plate options that included the wording 'Shire of Collie', however comment has been received that 'the use of the Shire's corporate branding would only fuel the misconception that we have a lot of cars travelling out of town every day, and therefore employ lots of non-locals.' The change to the tagline to incorporate the word Collie is a compromise between identifying the town as preferred by the CCCI, and not giving the impression that the vehicles are all Shire vehicles.

The Tourism WA Deep Dive workshop was attended by members of the Tourism and Marketing Advisory Committee and the presenter made the point that the results of the workshop were 'not consumer facing'. As such, the workshop outcomes would not impact any decision of Council around the design of the vehicle registration plates.

8. MOTIONS FOR WHICH PRIOR NOTICE HAS BEEN GIVEN

Nil

9. QUESTIONS BY MEMBERS FOR WHICH DUE NOTICE HAS BEEN GIVEN

Nil

10. URGENT BUSINESS APPROVED BY PRESIDING MEMBER OR BY DECISION

Nil

11. ANNOUNCEMENTS BY PRESIDING MEMBER OR BY DECISION

Nil

12. STATUS REPORT ON COUNCIL RESOLUTIONS

At its meeting held 25 August 2020 Council resolved:

8540 – That Council adopts en bloc the recommendations contained within the minutes of the Tourism and Marketing Advisory Committee held on 11 August 2020.

Completed and distributed with the agenda for this meeting.

13. GENERAL BUSINESS

13.1 RFQ for marketing strategy

The RFQ document has been developed in accordance with the Council motion from its meeting held 14 July 2020:

8484 – That Council by absolute majority;
A. Forms a Tourism and Marketing Advisory Committee with the aim of developing a tourism marketing strategy and subsequent marketing campaigns to build on tourism opportunities in Collie.
B. Reallocate the Director of Corporate Services from the Collie River Valley Marketing Committee to the new Council Tourism and Marketing Advisory Committee
C. Allocate an amount of \$30,000 to the 2020-21 Budget to engage a professional marketing expert.

In developing the RFQ document and scope of works advice was sought from the Shire of Collie CEO, the Manager of the Collie Visitor Centre and the Principal Regional Development Officer with the South West Development Commission.

The RFQ to be forwarded to the Collie Visitor Centre, the Collie Chamber of Commerce & Industry, Collie River Valley Marketing, Australia's SW et al, commencing Friday 4 September 2020 and closing Friday 2 October 2020.

The responses will be considered at the meeting of TMAC on 12 October 2020.

13.2 Signage at DBCA campsites

Quotes presented for A4 and A3 lockable snap frames. No comment has been received back from DBCA as yet – to be followed up. Number of noticeboards already in place to be investigated including at the caravan park. Six A3 size to be purchased and sample flyers to be presented at the next meeting of TMAC.

13.3 Deep Dive Workshop

Members of TMAC attended the Tourism WA Deep Dive workshop and it was worthwhile and should lead to improved tourism outcomes for Collie. It highlighted the need for a Collie destination tourism marketing strategy.

13.4 Caravan Australia

Caravan Australia has contacted the Chairperson of TMAC and enquired about advertising in their magazine. However, at a cost of \$3,000 this is not affordable.

13.5 Calendar of events –

A calendar of events for Collie is desirable, however it can be very difficult to get information about events. TMAC could encourage the use of the Visitor Centre calendar.

14. CLOSE AND NEXT MEETING

The meeting closed at 11.05 am.

The next meeting of the Tourism and Marketing Advisory Committee is proposed to be held on **Tuesday 22 September 2020 at 9.30am in Council Chambers.**

2020 Meeting Dates	
TMAC	Minutes to Council
1 September	15 September 2020
22 September 2020	6 October 2020
12 October 2020	27 October 2020
3 November 2020	17 November 2020
1 December 2020	15 December 2020

15. ATTACHMENTS

- 15.1** Vehicle registration plate options.
- 15.2** Department of Transport information
- 15.3** Shire logo brand workshop and survey summary.

I certify that these minutes were confirmed at a meeting of the Tourism and Marketing Advisory Committee

Presiding Member

Date